

**TOURIST DEVELOPMENT COUNCIL EXPENDITURES**  
**CHECKS DISTRIBUTED FOR THE MONTH OF AUGUST 2005**

VENDOR	DESCRIPTION	AMOUNT
<b><u>ADVERTISING</u></b>		
COOKE COMMUNICATIONS	DAC/GEN/SPCL/DIVE UMB MTG	\$278.54
FLORIDA KEYS KEYNOTER	AT-LDG REP/BUS REP/DAC/TDC/FSHG/DIVE UMB MTGS	\$273.60
FLORIDA KEYS .COM	8/1-9/1/05	\$1,250.00
THE REPORTER	BUS REP/WEB PROV/DAC/FSHG/DIVE UMB MTGS	\$243.32
TINSLEY ADVERTISING	FLAUSA.COM MAY-JUN05	\$3,393.26
TINSLEY ADVERTISING	GOOGLE APR-MAY05	\$5,942.35
TINSLEY ADVERTISING	NYTIMES.COM MAY05	\$8,164.25
TINSLEY ADVERTISING	SCUBADVG.COM MAY-JUN05	\$2,401.25
TINSLEY ADVERTISING	GAY.COM MAY-JUN05	\$9,725.91
TINSLEY ADVERTISING	KW.COM APR-JUL05	\$4,666.45
TINSLEY ADVERTISING	OVERTURE APR-MAY05	\$21,430.77
TINSLEY ADVERTISING	KNOT MAY-JUL05	\$12,430.01
TINSLEY ADVERTISING	DIVE UMB	\$82,861.91
TINSLEY ADVERTISING	PROMO	\$21,089.99
TINSLEY ADVERTISING	GEN ARTS	\$3,658.50
TINSLEY ADVERTISING	MEDIA MAT	\$72,676.47
TINSLEY ADVERTISING	EMER ADV	\$105,155.68
TINSLEY ADVERTISING	GEN FSHG	\$13,194.49
TINSLEY ADVERTISING	COLLATERAL	\$8,171.09
TINSLEY ADVERTISING	DAC 1 ADV CAMPAIGN	\$303,587.70
TINSLEY ADVERTISING	DAC 2 ADV CAMPAIGN	\$22,541.75
TINSLEY ADVERTISING	DAC 3 ADV CAMPAIGN	\$45,656.04
TINSLEY ADVERTISING	DAC 4 ADV CAMPAIGN	\$70,686.46
TINSLEY ADVERTISING	DAC 5 ADV CAMPAIGN	\$51,329.55
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		\$870,809.34
 <b><u>BRICKS &amp; MORTAR PROJECTS</u></b>		
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		\$0.00
 <b><u>VISITOR INFORMATION SERVICES</u></b>		
KEY WEST CHAMBER OF COMMERCE	AUG05	\$17,250.00
MARATHON CHAMBER OF COMMERCE	JUL05	\$6,666.66
ISLAMORADA CHAMBER OF COMMERCE	JUL05	\$6,666.66
KEY LARGO CHAMBER OF COMMERCE	JUL05	\$7,750.00
KEY WEST BUSINESS GUILD	JUL05	\$6,083.32
LOWER KEYS CHAMBER OF COMMERCE	VIS AUG05	\$4,500.00
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		\$48,916.64
 <b><u>EVENTS</u></b>		
CLEAR CHANNEL BROADCASTING	MFMS SUNKEN TREAS	\$684.00
COOKE COMMUNICATIONS	SUNKEN TREAS	\$1,200.80
COCONUT RESTAURANT	COCONUTS DOLPHIN TRN	\$13,000.00
COMCAST SPOTLIGHT	MFMS SUNKEN TREAS	\$5,838.00
DAVID M NAVARRO	LADIES TARPON	\$220.00
FLORIDA KEYS COMMUNITY CONCERT	POPS IN THE PARK	\$108.00
KEY WEST ART & HISTORICAL SOC	HEMINGWAY IN KW	\$8,845.38
KEY WEST COUNCIL ON THE ARTS	IMPROMPTU CONCERTS	\$1,793.03
KEY WEST FISHING TOURNAMENT	RQST 10 FY05	\$4,917.94
KEY WEST GATOR CLUB	DOLPHIN DERBY	\$6,000.00
KEY WEST MARLIN TOURN	RQST 1 FY05	\$18,475.00
KEY WEST PLAYERS INC	WATERFRONT PLAYHOUSE	\$5,507.70
KEY WEST SYMPHONY ORCH	RQST 4A FY05	\$5,031.30
KEY WESTER MAGAZINE	MFMS SUNKEN TREAS	\$1,260.00
REDBONE INC	KW CLASSIC	\$12,321.36
SOLARES HILL DESIGN	MFMS SUNKEN TREAS	\$500.00
STEPHEN A ESTES DBA/	UNDERWATER MUSIC FEST	\$250.00
STRIKE ZONE CHARTERS 1	UNDERWATER MUSIC FEST	\$1,000.00
SUPERBOAT INTERNATIONAL	MTHN SB GRAND PRIX	\$71,000.00
THE KEY PLAYERS	RQST 6A FY05 BAL	\$181.56
THE MARKET SHARE	MFMS SUNKEN TREAS	\$360.00

TINSLEY ADVERTISING	PRIDEFEST 05	\$1,663.19
US 1 RADIO	BP & LK DOLPHIN TOURN	\$100.00
US 1 RADIO	MFMS SUNKEN TREAS	\$324.00
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		\$160,581.26
<b><u>OFFICE SUPPLIES &amp; OPER COSTS</u></b>		
BUCCANEER COURIER	TDC PACKETS 7/26/05	\$210.00
C.B SCHMITT REAL ESTATE	AUG05 RENT	\$7,503.60
CITY OF MARATHON	OCT04-JUN05 SOMB & COCO	\$48,121.99
DHL EXPRESS USA	STRATEGIC ANALYSIS	\$15.98
DIVERSIFIED SERVICES	JUL05	\$345.00
FEDERAL EXPRESS CORP	SHIPPING	\$180.27
FEDERAL EXPRESS CORP	GET IT ACROSS	\$143.70
KMART KEY WEST 4725	SYLVANIA 20"TV #6420F	\$119.99
KEYS INSURANCE SERVICE	INS 8/23/05-06	\$1,471.19
M&M SMALL ENGINE II	TRIMMERHEAD	\$86.50
OFFICE DEPOT	OFFICE SUPPLIES	\$1,209.91
PITNEY BOWES INC	6/30-7/30/05	\$151.00
PITNEY BOWES INC	7/30-8/30/05	\$151.00
REXEL CONSOLIDATED	EXIT LITE/DPLX/SWITCH PLATE	\$2,050.00
TOTAL TEMP CONTROL	AUG05 MAINT	\$99.95
UNITED STATES POSTAL SERVICE	METER	\$4,131.51
UNITED STATES POSTMASTER	BULK PERMIT 120	\$1,214.39
XEROX CORP	JUL05 COPIER	\$512.45
XEROX CORP	JUL05 FAX	\$70.70
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		\$67,789.13
<b><u>PERSONAL SERVICES</u></b>		
3406 N. ROOSEVELT BLVD	AUG-SEP05	\$65,714.62
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		\$65,714.62
<b><u>PUBLIC RELATIONS</u></b>		
STUART NEWMAN ASSOCIATES	JUL05 PR FEE	\$33,075.00
STUART NEWMAN ASSOCIATES	AUG05 PR FEE	\$33,075.00
STUART NEWMAN ASSOCIATES	PR EXP	\$77,692.57
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		\$143,842.57
<b><u>SALES &amp; MARKETING</u></b>		
AMEUROP PHONE ASSIST	JUL05	\$1,500.00
BYRD COOKIE COMPANY	KEY LIME COOLERS	\$525.60
CELLET TRAVEL SERVICES	JUN-JUL05 FEES UK & GY	\$11,333.32
CELLET TRAVEL SERVICES	EXP	\$7,944.09
DIVE INDUSTRY ASSOCIATE	MEMB 5/12/05-5/11/06	\$100.00
FILM FLORIDA PUBLISHING	LONDON PRDN SHW	\$404.00
FILM FLORIDA PUBLISHING	IFP,NEW YORK,9/19-24	\$1,500.00
FLORIDAKEYS.COM	DOMAIN NAMES	\$203.78
KEYBOARD ADVERTISING	SHIRTS/LANYARDS/BAG SPOTTERS	\$4,518.96
KEY WEST CHAMBER OF COMMERCE	2005 WAGE & BENEFIT	\$40.00
PARADISE PUBLISHING	2006 CALENDARS	\$2,250.00
PRANGE & O'HEARN	JUN05 COLL	\$3,718.75
PRANGE & O'HEARN	CONDO CNVSN SURVEY	\$3,000.00
SUCCESSFUL MEETINGS MAG	REG AUG05	\$150.00
THE MARKET SHARE	JUN-JUL05 ADM FEE	\$3,800.00
THE MARKET SHARE	MAIL FULFILLMENT	\$2,403.94
TOOMEYS MARDIGRAS	FISH BEADS	\$2,356.43
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		\$45,748.87
<b><u>TELEPHONE &amp; UTILITIES</u></b>		
AT&T	2213609 JUN-JUL05	\$27.83
BELLSOUTH	2213609 JUN-JUL05	\$226.21
BELLSOUTH	2941936JUL05	\$315.24
BELLSOUTH	2942901JUL05	\$939.52
BELLSOUTH	2950918JUL05	\$149.95
BELLSOUTH	2966103JUL05	\$292.68
BELLSOUTH	2961552AUG05	\$460.46
BELLSOUTH LONG DISTANCE	JUL05	\$930.29
CINGULAR WIRELESS	5090402JUL05	\$75.54
COMPUTER OFFICE SOLUTIONS	AUG05	\$22.00

FKAA  
KEYS ENERGY SERVICES

JUL05 WHITE  
AUG05 WHITE

\$82.83  
\$566.83  

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\$4,089.38

**TRAVEL**

HAROLD WHEELER  
HAROLD WHEELER  
JUTTA FARRER  
JUTTA FARRER  
KEY WEST TRAVEL CONDO  
KEY WEST TRAVEL CONDO  
LYNDA STUART  
MAXINE PACINI  
SABINE PONS CHILTON  
STACEY MITCHELL  
STACEY MITCHELL  
STEVE K SMITH  
STEVE K SMITH  
STEVE K SMITH  
STEVE K SMITH  
SUSANNE TORTU  
SUSANNE TORTU  
SUSANNE TORTU

JUL-AUG05 MTGS  
GOV CONF 8/14-17/05  
KWAA MTG  
AUG05 TRAVEL  
TORTU-TAMPA  
TORTU- 10/1-9/05 DEMA  
JUN-AUG05 MTGS  
JUL05 MTGS  
COMP RPR-MTH 8/8/05  
HSMIAI MTG  
LA MTG  
PRIDEFEST05 6/8-14/05  
SAN DIEGO 7/28-8/1/05  
BOOTH EXP-CHICAGO  
NTHLSTD,IL 8/4-8/05  
DEMA 7/18/05  
DIVE UMB 8/10/05  
FL MKTPLC,FL 8/27-31/05

\$209.50  
\$684.71  
\$18.00  
\$208.30  
\$162.00  
\$328.30  
\$217.50  
\$179.10  
\$42.40  
\$18.00  
\$20.00  
\$1,594.44  
\$1,800.14  
\$88.65  
\$1,366.01  
\$69.40  
\$93.40  
\$1,082.40  

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\$8,182.25

**TOTAL      \$1,415,674.06**